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ABSTRACT

Using the Internet, people working to fight substance abuse can gather the information they need to write grant proposals, develop strategies and media campaigns, and contact legislators. The Internet also connects those working on similar issues, enhancing substance abuse education and prevention efforts. This Monthly Action Kit is a roadmap to the Web's resources. Accessing a few well-chosen websites once a week gives the user a way to maximize funding research without wasting time and effort. The Internet also makes it easier to keep up with research, national news, and current issues in the fields related to substance abuse prevention. Although advocating for legislative change creates the most pressing need for Internet capability, other advocacy efforts, including influencing industry practices and government policymaking, also benefit greatly from it. In addition, the Internet can put the user in direct contact with others who are working on substance abuse issues. Specific advice is offered for getting online and finding useful websites. A list of 48 websites mentioned in this kit is included. (SLD)

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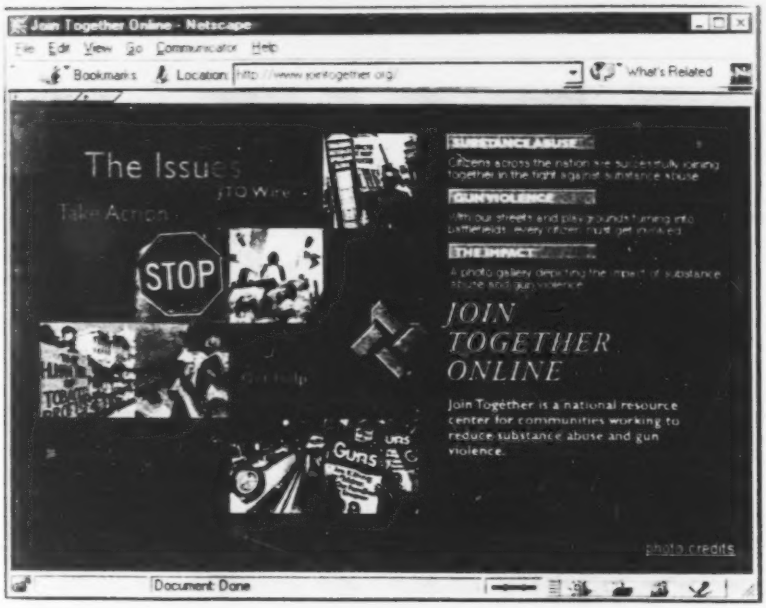
Monthly Action Kit

WORKING THE WEB:
Using the Internet to Fight Substance Abuse



www.jointogether.org

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Fall 1998

Whether you're a newcomer to the World Wide Web or a veteran surfer, ***"Working the Web"*** will help you get the most out of the Internet.

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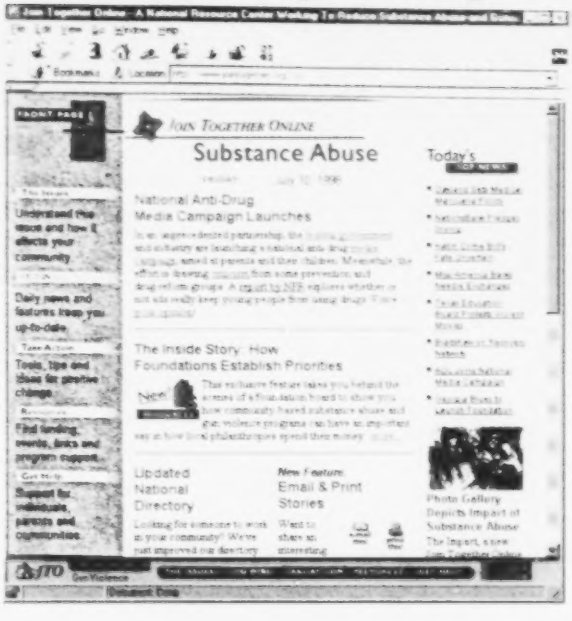
WORKING THE WEB:
Using the Internet to Fight Substance Abuse

More and more people rely on the power of the Internet to help them work faster and better than ever before. They gather the information they need to write grant proposals, develop strategies and media campaigns, and contact their legislators — all without leaving their desks.

The Internet also connects you with others working on similar issues in communities throughout your state or the nation. You can share stories and ideas with your peers and use the lessons learned by others to guide your own strategy. For instance, if you want to figure out ways to involve local churches in your efforts, go online to find out how others have accomplished this goal and benefit from their experiences.

The Internet makes it possible to do all this and much, much more, in less time than it would take to go to the library and open a book. You, too, can tap into the vast network of information and people available on the Internet to enhance your efforts to fight substance abuse and create a safer and healthier community.

www.jointogether.org



With over 16,000 articles and links to hundreds of websites, **Join Together Online** is a great starting point for your web explorations.

This Monthly Action Kit will help you get started. Use it as a roadmap to guide you through the Web's vast resources and find those websites that contain the data and resources you need. It will help you find up-to-date information, news, research and survey findings on a host of issues that can help guide and support your work.

To get the most out of the Web, you'll need a starting point from which to navigate through it all. *Join Together Online*, covering the substance abuse and gun violence prevention fields, can serve as your portal to the latest news, information, and developments in these fields.

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The websites listed in this kit may be accessed for free. A complete list is included at the end of this Kit.

For more information about Join Together Online, call Eric Helmuth at (617) 437-1500 or send email to eric@jointogether.org.

This document, along with many other Monthly Action Kits, may be downloaded from Join Together Online in the Take Action section of www.jointogether.org.

This Kit gives you a sampling of the Internet's power. We will show you how you can:

- **Find valuable funding information** that can help you raise the money you need to do your work.
- **Mobilize a broad constituency** capable of promoting change in your community.
- **Stay-up-to-date** on what's happening in the field by following the latest news as it occurs.
- **Collaborate** with your peers to learn from their experiences and apply the lessons they've learned to make your own work even more effective.
- **Find the information and data** you need.
- Gain low cost, efficient **access to the Internet**.

Rev Up Your Funding Search

While securing funding has always been a priority for community programs, keeping up-to-date with funding opportunities hasn't always been easy or inexpensive. Printed grant announcements often reach organizations too late. Funding newsletters can cost hundreds of dollars a year. Trips to the nearest foundation research center are time-consuming and sometimes impossible. And it's really tough to keep a handle on all the different federal agencies that offer funding for substance abuse initiatives.

The Internet has radically changed all of this. Accessing a few well-chosen websites once a week puts into your hands all the information you need to maximize your funding search. Michael Browning, a substance abuse professional in Los Angeles, is a believer. He tells Join Together that over the course of several years, he found over a million dollars in total funding for several agencies associated with the coalition he staffed — all from grant announcements he found online and would otherwise have missed.

1. Learn About Grants Faster

Lead time is vital when you're applying for a grant. It used to take weeks for federal grant announcements to reach your desk. With Internet access, now you can read them right after they're posted — either by visiting sites of federal agencies directly or using a free service like JTO's *Grant Announcements*. We scan Federal Register and foundation announcements for you and post complete grant and funding information relevant to substance abuse and related work.

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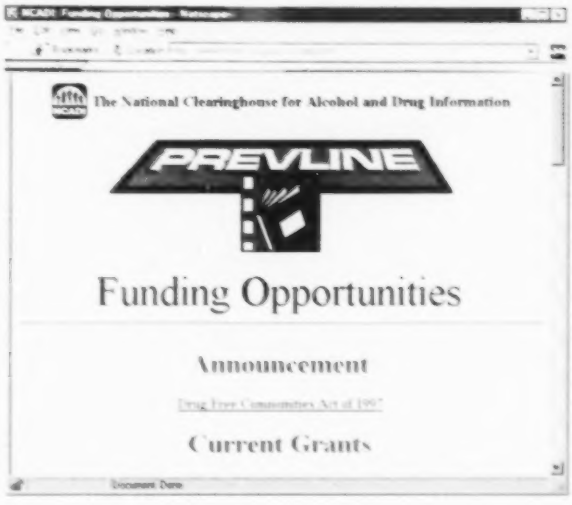
The federal government posts thousands of grants and maintains a massive library of current and past budget documents on the Internet. There are many places to find this information: sites like the Catalog of Federal Domestic Assistance at *www.gsa.gov/fdac/* and the U.S. Nonprofit Gateway at *www.nonprofit.gov* will get you well on your way.

2. Expand Your Funding Possibilities

The Web is a perfect vehicle for increasing your funding "field of vision." Readers of JTO's *Funding Features* find new stories every week (and hundreds more in our archive) about foundations and other funders who are interested in substance abuse and related areas. For example, a recent story describes the Kmart *Kids Race Against Drugs*, a national program that partners with community-based anti-drug programs to raise money for local prevention programs and increase awareness of substance abuse issues among young people. And of course, the story has a link to the program's website so readers can immediately learn how they can apply.

More than 300 private, corporate and community foundations have their own websites — and more are going online every month. Make sure you stop at the Foundation Center at *www.fdncenter.org*, which maintains a growing list of these funders.

Federal websites also help you identify grant opportunities in places you might not otherwise think to look. Prevline's Funding Opportunities at *www.health.org/pubs/funding.htm* is a great place to start: it lists grant announcements from a host of federal agencies. Also worth a visit is Substance Abuse and Mental Health Services Administration's site at *www.samhsa.gov*, which indexes funding announcements from the multiple agencies under it's authority. Many state government websites also publish funding information under the departments that control the funding streams you're interested in.



3. Increase Your Fundraising IQ

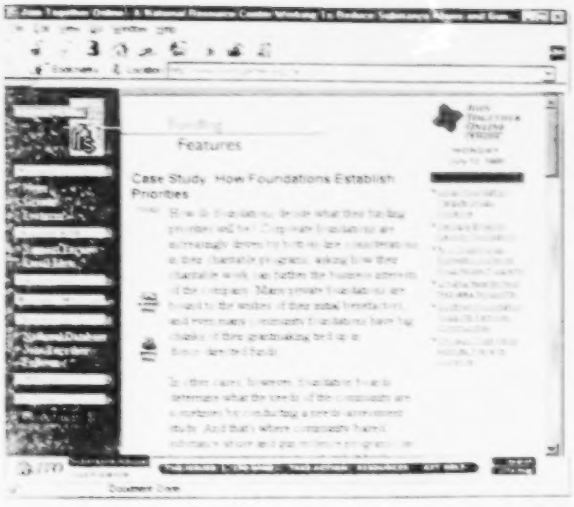
You only have so much time to raise money. The Internet can teach you a lot about how to do it right and avoid wasted time and effort.

Go Right to the Source

As mentioned above, many foundations have great websites. Use them to instantly access vital information — the kind of programs they fund, current grant projects, their funding cycle, deadlines, eligibility, application guidelines, and who they've funded in the past. Having immediate access to such information lets you more intelligently apply for money, by identifying funders who are most likely to be interested in your work and learning about their guidelines and procedures up front.

Valuable Resources

On June 9, 1998, the U.S. Dept. of Education published the priorities and selection criteria for the next round of Safe and Drug Free Schools funding. The full text was posted the next day on their website, as well as on the websites of others in the field. Immediate access to such information is now the rule, not the exception, if you use the Internet.



Much of the same can be said for federal grants. Spend some time browsing around federal agency sites like Dept. of Housing and Urban Development, Dept. of Justice, Centers for Disease Control and other major funders for substance abuse programming. You'll learn a great deal about how to frame your grant proposals and increase your chances of securing a grant.

Follow the Money

Staying on top of funding trends for substance abuse programs is another smart idea. JTO's Funding News and Features give you cutting-edge stories about where the money is — and isn't — for programs addressing substance abuse and related issues. We also highlight innovative fundraising efforts by nonprofit organizations. (Would you believe electronic donations over the Web?)

Fundraising How-To's

There are many quality websites devoted to teaching nonprofits how to secure funding and other resources. Be sure to visit Idealist at *www.idealist.org*, the Foundation Center's immense online library at *www.fdncenter.org*, and The Benton Foundation's Best Practices Toolkit at *www.benton.org/Practice/Toolkit*. It's like taking a course on grantwriting and resource development — without leaving your desk.

4. Collect Grantwriting Data

Anyone who's written a grant knows that tracking down demographics, local health data, and other supporting information is time consuming. Many grantwriters now regularly use Internet sources for much of this data — census tract information, socioeconomic and other demographic data, public health records, epidemiological data, and more. Fedstats at *www.fedstats.gov* is a great starting place, and it also has links to state data centers. And don't miss the Bureau of the Census at *www.census.gov* and the National Center for Health Statistics at *www.cdc.gov/nchswww/default.htm*. You'll have to dig around to find some state-specific and local data, but it's often worth the effort. Start with your state health agency websites, and don't forget state universities, which often maintain online data archives.

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Stay Up-To-Date

You know it's important to keep up-to-date with research, national news and current issues in your field, if you want to be effective in your work to reduce substance abuse. But what you may not know is how the Internet makes it much easier for you to do that.

Many substance abuse workers regularly scan favorite websites to keep current. Others check in when they need something specific in the course of their daily work. Either way, incorporating the Web as part of your normal routine gives you access to far more information, in far less time, than would otherwise be possible.

1. Substance Abuse News

Imagine a news clipping service that scans major news wires and newspapers for you every day, pulling out information relevant to the work of reducing substance abuse in communities. Envision a searchable archive of over 16,000 national substance news stories spanning three years. Now imagine that it's free — all you need is Internet access. *JTO Wire* gives you just that. Plus, each news story has a "smart" sidebar filled with links to other stories, resource materials, and websites that automatically match the general subject of the story you're reading — a feature not found on any other nonprofit website. Thousands of people working in communities rely on *JTO Wire* to keep them up-to-date on what's happening with respect to alcohol, illicit drugs, tobacco and general substance abuse news.

The Recovery Network's weekly media sweep at *www.recoverynetwork.com* is also well worth checking for general prevention, treatment and recovery-related headlines. If you're specifically interested in tobacco control issues, the Tobacco BBS at *tobacco.org* features daily extensive coverage of anti-tobacco news nationwide.

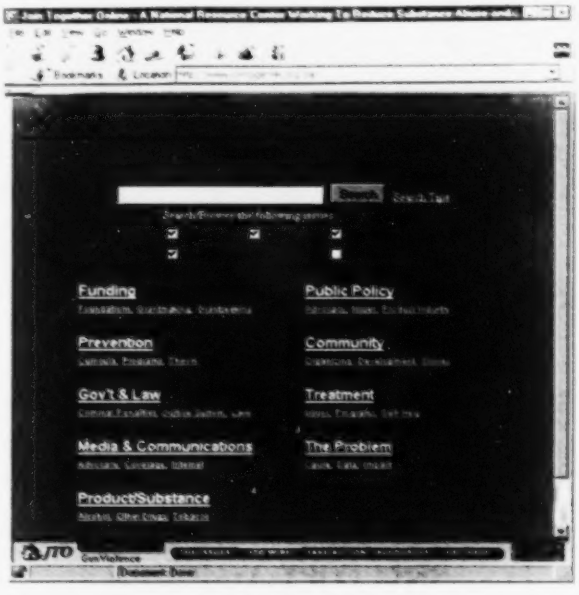
2. Major Media Online

Staying up-to-the-minute with major national news can give your public awareness efforts a big boost. Whether it's the release of new drug-use data, a federal policy announcement, or a high-profile

Research
Cocaine Use Declines, Methamphetamine Use Rises
Japan's Drinking Problem
Heavy Pot Users Need Intense Therapy
SAMHSA Report on Ethnic Groups

Hot off JTO WIRE

With over 16,000 articles, JTO's electronic substance abuse news archive is the most extensive in the world. All articles may be searched or browsed by subject category.



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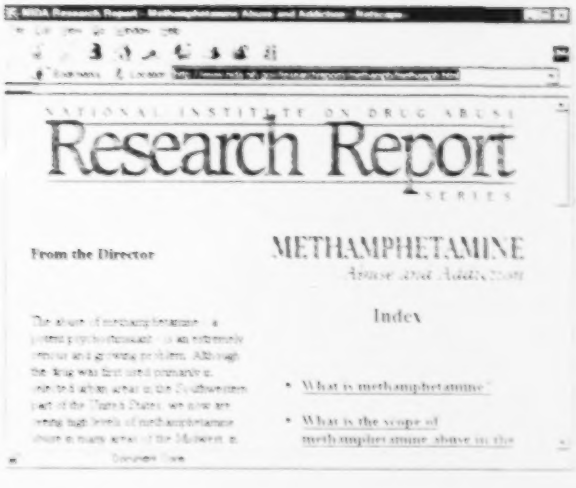
tragedy due to substance abuse, getting the details just minutes after they hit the national media enables you to jump on that small window of opportunity when the public in your community is paying attention. Websites from major media outlets like CNN, ABC News, or MSNBC are ideal for following such late-breaking stories. Using them instead of waiting for the next day's newspaper lets you prepare your organization's response for local media right away, when the news is still hot.

In addition, The New York Times at *www.nytimes.com* and The Washington Post at *www.washingtonpost.com*, both of which offer free Web versions of their newspapers, frequently carry editorials and in-depth features about substance abuse. Accessing the Web version of such material lets you easily email portions of the text to a colleague or print it out for others in your office to read.

3. Get the Facts

There is very little you cannot find online when it comes to factual data about substance abuse and addiction. It just takes some time to learn where the best data sources are and how to comb through them; once you acquire that skill, it will be richly rewarded.



Many people make a habit of checking in often with JTO's *Research News* summaries, which present new stories every week about major research. A recent week's worth of summaries included stories — many with links to other websites for more information — about the genetics of alcoholism, research on teen attitudes toward marijuana use, new approaches for cocaine addiction treatment, and a major new study revealing high rates of substance abuse among older women. Also useful is the new JTO *Fact Finder*. Facts, complete with sources, are presented in a searchable database and can be republished in your print newsletter.

When you're ready to dig deeper, you'll find that the federal government has done an outstanding job of making research and facts on substance abuse easily available. A good place to start is the National Clearinghouse for Alcohol and Drug Information at *www.health.org*, which has published thousands of government publications and resource materials from several federal agencies online — all in one place. Also well worth visiting are two websites at the National Institutes of Health, National Institute

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on Alcohol Abuse and Alcoholism (*www.niaaa.gov*) and National Institute of Drug Abuse (*www.nida.nih.gov*). You'll find research monographs on addiction and treatment, detailed facts about alcohol and many other drugs, treatment manuals, reports to Congress, and the full text of many popular documents like the InfoFax and Alcohol Alerts series. Detailed results from major government-funded studies, like the Drug Abuse Treatment Outcome Study at *www.datos.org* are also online.

Universities also publish rich sources of statistical and research data on substance abuse. The University of Michigan publishes the "*Annual Monitoring the Future*" study as soon as results are released (see *www.isr.umich.edu/src/mtf/*). The Center on Addiction on Substance Abuse at Columbia University at *www.casacolumbia.org* releases several major reports every year, with rich summary data in Web form. Indiana University at *www.drugs.indiana.edu* offers extensive prevention practice and research information (they even have a database of drug slang terms). And the UCLA Drug Abuse Research Center at *www.medsch.ucla.edu/som/npi/DARC/* has an online catalog of over 500 research monographs on a vast array of topics that you can order — free.

4. Looking for a Special Topic?

Dozens of quality websites specialize in the latest research and resource information, news, and strategies for special areas of interest. Need to learn about drunk driving and underage drinking? MADD's website at *www.madd.org* offers plenty of information. Looking for data about fetal alcohol syndrome? Check out *www.nofas.org*. Inhalant abuse? Why, *www.inhalants.org*, of course. Youth and Smoking? Visit the National Center for Tobacco-Free kids, *www.tobaccofreekids.org*. Alcohol and violence? Don't miss the Pacific Center for Violence Prevention, *www.pcvp.org*, containing several alcohol-related websites. College Binge Drinking? Try the Higher Education Center for Alcohol and Other Drug Abuse, *at www.edc.org/hec*.

As you can see, there's no shortage of information out there — and best of all, each of these resources contains links to many more websites with related information. All you have to do is start browsing!

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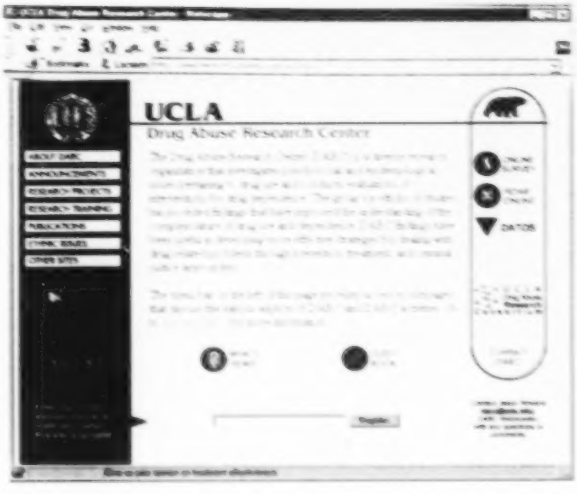

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Maximize Your Advocacy Efforts

If you want to be a thorn in the flesh of Big Tobacco, check out the SmokeScreen Action Network at www.smokescreen.org. This innovative website covers local and state anti-tobacco initiatives as well as national tobacco control efforts. After reading sample talking points and an informational backgrounder, you can quickly compose personal letters to your local, state or federal officials — all via interactive web pages. They'll even fax it for you for free — with your name, address and phone number printed on top — or you can print out the letter and send it yourself. An email alert service will tip you off on late-breaking activity for your individual state as well as update you on national concerns, and link you back to the website so you can take immediate action.

Using the Internet for information and communication has become essential to any well-organized strategy to change public policy, whether on the national, state or local level. Although advocating for legislative change creates the most pressing need for Internet capability, other advocacy efforts — like influencing industry practices and government policy making — also greatly benefit from it. The Internet helps you research and frame issues, plan your strategy, and dramatically increases your communication power when it's time to act.

1. Do your Homework

You need credible information to bolster your letters, phone calls and visits to policy makers. You may also need help in even knowing where to start, like activist Dorothy Norman did (see sidebar next page). There are a host of websites that specialize in policy issues surrounding substance abuse — things like alcohol and tobacco industry practices; funding for prevention programs; parity for addiction treatment; underage drinking; drug legalization; drunk driving laws and more! You can start with the sites listed below. Use them to find out the current policy initiatives afoot, get up to speed with current strategies and facts about your issue, and prepare your talking points for policymakers.

Being up-to-the-minute on the latest news events and research findings lets you pack a bigger punch when you contact policymakers and solicit grassroots support for your efforts.

Leading websites for substance abuse policy include:

- MADD at *www.madd.org*
- the Marin Institute at *www.marininstitute.org*
- the Lindesmith Center at *www.lindesmith.org*
- Center for Science in the Public Interest at *www.cspinet.org/home.html*
- Community Anti-Drug Coalitions of America at *www.cadca.org*
- National Council on Alcoholism and Drug Dependence at *www.ncadd.org*
- Kickbutt at *kickbutt.org*
- National Center for Tobacco-Free Kids at *www.tobaccofreekids.org*
- Center on Addiction and Substance Abuse at *www.casacolumbia.org*
- The Trauma Foundation at *www.traumafdn.org*
- National Association of State Alcohol and Drug Abuse Directors at *www.nasadad.org*
- Join Together at *www.jointogether.org*

2. Advocacy Basics

Once you know what issues and policy changes you might target, it's time to translate this into action. Whether you're working on local, state or national initiatives, the Internet will help you with your efforts.

Thoroughly grasping the complex processes by which public policy is formed and changed — whether through legislation or otherwise — is key to being an effective advocate. Fortunately, there's a lot of information online to help you learn. You might start with "Capitol Hill Basics," part of the *Legislative Toolbox* in JTO's *Take Action* section. If you want to learn in depth about the political process, Vote Smart at *www.vote-smart.org* is just one of the many outstanding, nonpartisan sites that contain a wealth of such information. If you want to begin by gathering some basic information about your legislators, then go to *www.capweb.net*. Here you will find contact information, email addresses, ratings from advocacy organizations, info about your legislator's education and congressional and personal background, key staff people and the committees on which he or she serves. You will also find links to committee websites.

Put Your Heads Together

You can learn a great deal from other groups and communities working on public policy. Subscribing to a mailing list or participating in Web forums is a great way to interact with others. Trade "war stories." Discuss strategy options with your peers. Ask questions and offer advice from your own experience about what works — and what doesn't. You can even coordinate campaigns and rapid grassroots response long-distance.

Advocacy in Context

Public policy advocacy is most effective when it's part of a comprehensive community-based strategy to deal with substance abuse. Several local coalitions have published their programs and strategies on the Web. Surf to the Franklin County Prevention Institute at *www.fcpi.org* and the Metropolitan Atlanta Council on Alcohol and Drugs at *www.macad.org* for two excellent examples.

JTO's *Take Action* section is a primer on planning and carrying out a community plan for reducing substance abuse. You'll find: help getting started in fleshing out a strategic plan that engages a wide variety of community systems; concrete how-to tips for media, communications and community outreach strategies; guidelines for holding policy panel hearings; and of course the legislative toolbox mentioned elsewhere in this section.

Dorothy Norman, a school librarian who also coordinates the school's prevention programs in rural Ava, Missouri (population 3,000), got an unexpected call from her state representative one night. "She had a chance to introduce some legislation that would do something about teens and drugs, and she asked me what I thought it should be," Dorothy recalls. The official needed the information quickly, which presented a real problem. "Ava is several hours drive from any large library, and I had no idea what to tell her," she says.

But then she remembered that she'd recently hooked her computer to the outside world with a modem. Dorothy went online searching for ideas. After browsing for an hour or so, she found several pieces of sample state legislation at one substance abuse resource site. She quickly downloaded, printed and faxed them to her legislator. The delighted representative crafted a bill from the material and quickly introduced it.

"It took a lot of hard work after that," Dorothy notes. "We had to convince a lot of people that this added regulation would save lives." Online support and technical assistance from colleagues across the nation helped Dorothy and her supporters sharpen their strategies and keep going through three legislative sessions. But in the end, Dorothy proudly reports that "a freshman state legislator and a little school librarian" prevailed! Missouri passed one of the nation's first "zero tolerance" blood alcohol content laws for drivers under the age of 21.

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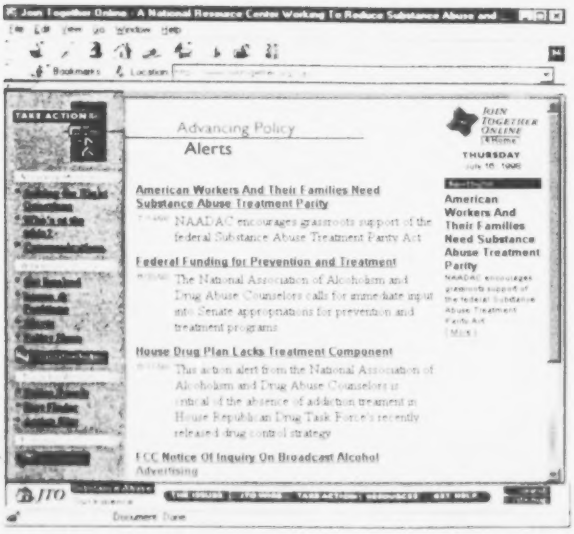

TAKE ACTION!
Advancing Policy
Alerts
THURSDAY
American Workers And Their Families Need Substance Abuse Treatment Parity
NAADAC encourages grassroots support of the federal Substance Abuse Treatment Parity Act
Federal Funding for Prevention and Treatment
The National Association of Alcoholism and Drug Abuse Counselors calls for immediate input into Senate appropriations for prevention and treatment programs
House Drug Plan Lacks Treatment Component
This action alert from the National Association of Alcoholism and Drug Abuse Counselors is critical of the absence of addiction treatment in House Republican Drug Task Force's recently released drug control strategy
FCC Notice Of Inquiry On Broadcast Alcohol Advertising
American Workers And Their Families Need Substance Abuse Treatment Parity

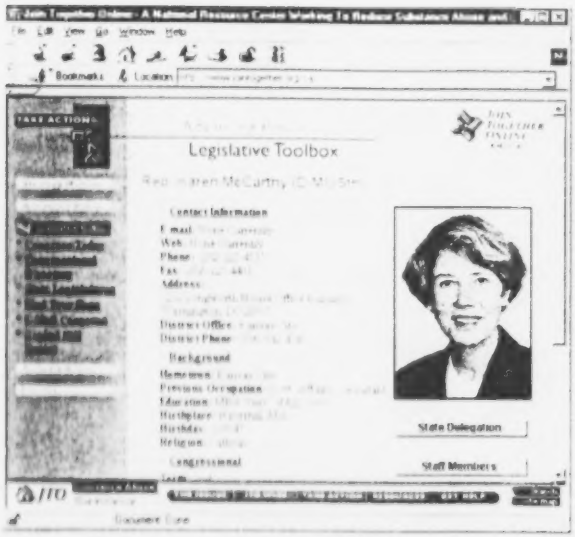
3. Action Alert!

Email is a rapid and economical means to alert supporters that grassroots response is needed. You can regularly receive email alerts on a variety of substance abuse policy issues from any number of national and state advocacy groups or send your own. Not only does email beat phone calls and faxes in terms of speed and cost, it can be forwarded instantly to other supporters. This rapid-dispersal "ripple effect" has made email alerts a fact of life for serious activists, particularly on national and state issues. If you want to beat your opposition to the punch when it's time to generate phone calls and letters, you need to be plugged into the Internet.

Many websites carry substance abuse action alerts that you can easily copy and paste into email messages. Make a habit of checking these areas on your favorite websites often.

4. Check Up on Your Legislators

It's very easy for anyone with access to the Web to quickly locate and contact his or her elected officials. A number of web resources, including JTO's *Legislative Toolbox*, let you punch in your zip code and pull up detailed information on your state and federal senators and representatives — like which committees they're on, email and website info, staff contacts, and more.



But finding your reps is just the beginning. You can access issue position surveys and even voting records on your legislators — all from your computer.

For example, if you access the record of one of your U.S. Senators on JTO's *Legislative Toolbox*, you'll notice a report on how they voted on two key DUI-related amendments to the ISTEA transportation bill. And of course you can use the federal government's THOMAS website at *thomas.loc.gov* to find any House or Senate vote report, past or present.

Non-partisan private sites like Congressional Quarterly's American Voter at *voter.cq.com* and Vote Smart at *www.vote-smart.org* offer powerful tools to get a "report card" on your rep's responses to issue surveys, campaign positions, and voting records on selected issues.

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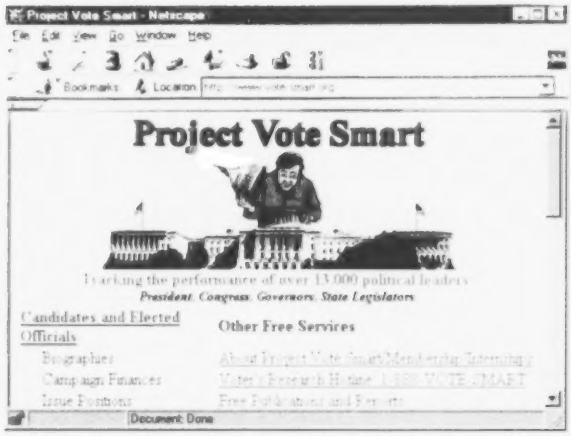
Some state legislature websites provide voting record information, with varying degrees of quality. Even if yours doesn't, you'll be sure to find plenty of information online about state legislation that will speed up the process of getting your state legislator's vote on a bill. (It is worthwhile to note that the effectiveness of constituent email to legislators varies widely from official to official. Although many legislators treat email seriously, others give more weight to letters, faxes and phone calls, not to mention face-to-face meetings. Before mounting a mass email campaign, ask your representative's staff about how email is handled.)

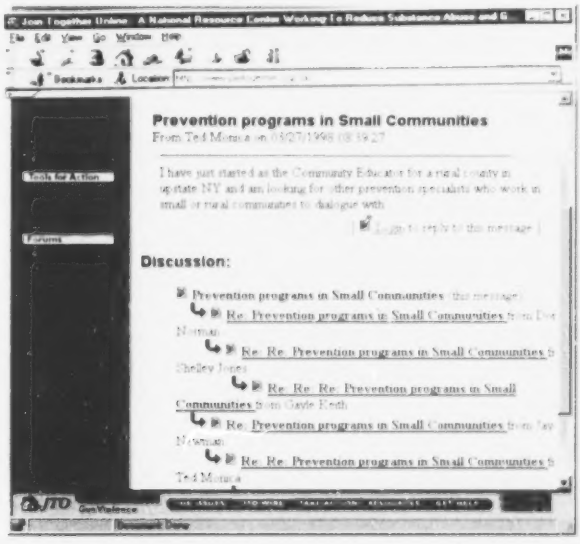


5. Track Key Legislation

Keeping track of legislation as it moves through the committee, vote and amendment process is a challenging, but critical, task if you hope to effectively make your voice heard about a bill. THOMAS at *thomas.loc.gov* allows you to search for any House or Senate legislation by bill number, keyword, sponsor or title. THOMAS will tell you what committee the bill was assigned to, who the cosponsors are, any amendments and the floor vote status. Vote Smart's Congress Track *www.vote-smart.org/congresstrack/* also offers extensive legislative tracking tools and links. Once you know where a bill stands, don't forget the many online databases that let you look up which legislators sit on the committee handling a key bill. In this way, you can pinpoint your strategy to reach the right legislators at the right moment.

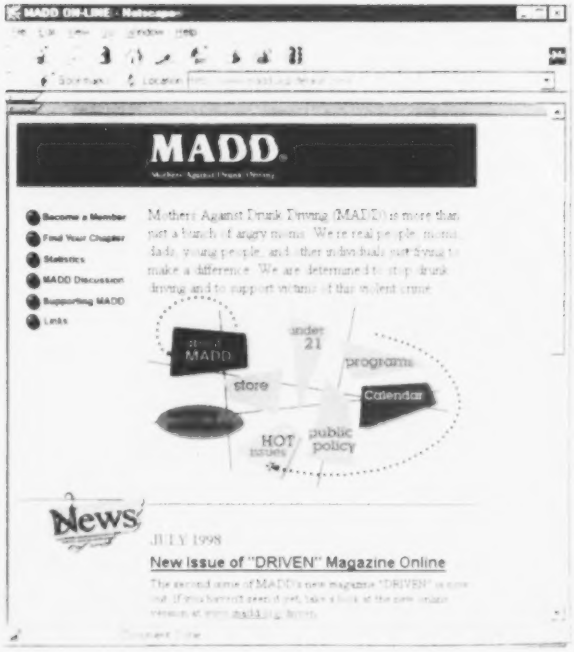
Collaborate!

The Internet can put you in direct contact with others anywhere in the nation or throughout the world, who are working on substance abuse issues where they live. Here are five ways it can happen.



1. Bulletin Boards in Cyberspace

Several websites offer public discussion forums where you can exchange messages with other website visitors. Ted Monica, an educator in a rural community in upstate New York, found real and immediate help this way recently. He posted a note on the "Support and TA Forum" on Join Together Online's *Resources* section, hoping to identify another prevention specialist working in a small town with whom to exchange ideas.



After Jay Newman, of Sturgis, Michigan later browsed the messages in the same forum, he responded to Ted's post with a story of how his community coalition addresses issues relating to teen pregnancy, substance abuse and violence. Helpful advice from a peer (and someone Ted had never met).

Many other discussion forums abound on the Web: The QuitNet at *www.quitnet.org* offers peer-support for smoking cessation; MADD's site at *www.madd.org* offers forums for drunk driving victim's issues and underage drinking discussion; friends and relatives of alcoholics and addicts congregate on the forums at Another Empty Bottle at *www.alcoholismhelp.com*.

2. Email Lists: Your "Virtual Community" of Peers!

You don't even need a Web browser to participate in an email discussion list. Messages are simply broadcast to a group of subscribers from a central computer called a listserver. The 400 participants in *Subabuse*, a list operated by Join Together, help keep each other current in the field and frequently help one another find answers and ideas.

For example, if you were a *Subabuse* subscriber, a recent two-week span would have brought the following messages from your peers to your email inbox:

- Discussion about the United Nations Drug Summit, and related "war on drugs" policy issues;
- Announcements about a new government alcohol research publication and a newly available drug-free workplace video;
- A job announcement for a tobacco control specialist in Minnesota;
- A question about documenting the cost effectiveness of prevention and treatment, and a reply from a list member with a research citation;
- An update from an activist on the national grassroots effort to encourage an FCC investigation of TV alcohol advertising; and
- A notice about an upcoming *60 Minutes* special on youth and tobacco.

For more information about dozens of email lists on substance abuse related issues, including Join Together's own "subabuse" list, visit the Email Lists page in the *Resources/Support & TA* section of Join Together Online.

3. Coordinate Events and Workshops

Members of the Minnesota Star of the North coalition at *www.miph.org/star*, a statewide consortium of local substance abuse coalitions, use an interactive *Calendar of Events* to post all their workshops, conferences and community events. Visibility is increased for each event, and keeping them on one calendar allows for intelligent scheduling that avoids conflicts and overlaps.

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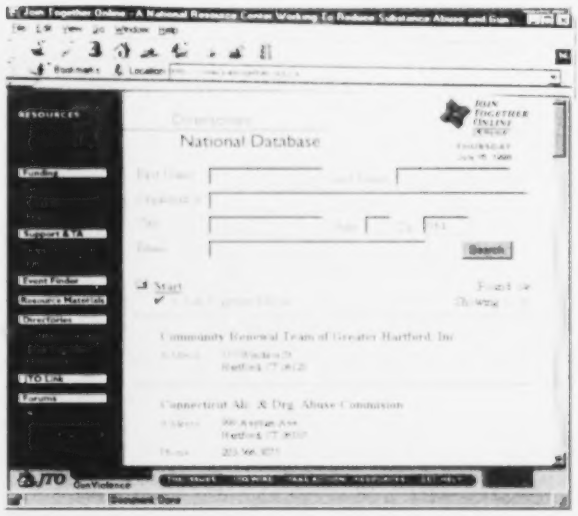
In fact, the calendar at work in the Minnesota site is part of a national calendar database maintained by Join Together. The national calendar version may be accessed on JTO in the *Resources Section*. Stop by and post your event!



4. Find Like-Minded Souls

Say you want to get involved in drunk driving prevention in your community. You can visit MADD's website at *www.madd.org* and use their database to find and contact the nearest of their 600 local chapters. If you want to see who's working on a broader variety of substance abuse issues in your locale, try JTO's *National Directory*, which contains over 70,000 entries. Putting in your zip code (we suggest just using the first four digits for a broader local search) will turn up contact information on coalitions, agencies, professionals, and activists in your area.

5. Don't Forget Regular Email!

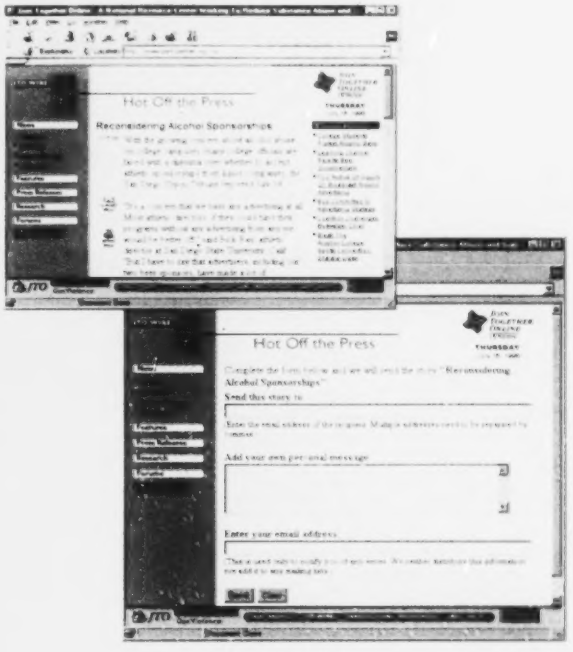
As powerful as Web forums, databases and listservers are as communication tools, don't underestimate the usefulness of "ordinary" email. It's a rapid and economical way to coordinate projects over a distance, distribute documents, consult with a long-distance colleague, share announcements, distribute alerts, and much more. It's often easier, faster, and cheaper than phone calls and faxes.

Take a lesson from Bill Crimi, a health coalition director in Ohio. He once saw a substance abuse grant online that he couldn't apply for, but seemed tailor made for a program directed by Gail Dixon, a counterpart of his in Florida. He sent the information to Gail's email address. The grant was news to her: she applied for — and got — the grant. Great results, and it took only a minute of Bill's time.

Next time you see a funding announcement, news story or other article online that might interest a colleague of yours, take a moment to copy the URL into an email message and send it on. Join Together Online makes this very easy. Next to each story is a button, "Email this", which allows you to easily forward any story.

e-mail this!

We make networking easy! Any story you find interesting on Join Together Online can easily be emailed to someone you want to keep informed.



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JTO's Website Finder lets you find and connect directly to hundreds of sites related to substance abuse.

Finding Useful Websites

Now that you have a basic idea of the type of information that's out there, you'll want to check out some of the websites mentioned in this Kit. How do you find other sites that may interest you? There are a number of ways to do this.

A great place to begin is JTO's *Website Finder*, located in the *Resources* section of our website. *Website Finder*, a database of over 400 sites, can help you find websites that we have found contain valuable information related to substance abuse. It is a powerful tool that lets you search or browse by subject. This portal to the Web can save you hours of time and connect you instantly to the information you need.

Another way to find other sites is by doing a general search on the Internet. This can be done by using any one of a number of search engines that exist. Some of the most popular ones are: Netscape at *home.netscape.com*, Yahoo at *www.yahoo.com*, AltaVista at *www.altavista.digital.com*, Microsoft at *home.microsoft.com*, Infoseek at *www.infoseek.com* and Lycos at *www.lycos.com*.

Getting Online

If you want to get online but are unsure where to start, the following information may be helpful to you. Many businesses and larger organizations provide Internet access (email and Web browsing) through a high-speed office computer network. But if your workplace doesn't offer such access, or you'll be working from home, then you'll need to go online using a phone line. Accessing the Internet this way requires three resources:

1. A personal computer equipped with a modem. The modem should be rated at 28,000 bits per second (28 kbps) or faster. Your computer should have at least 8 megabytes (MB) of memory if you use Windows 3.1 and 32MB if you have Windows 95. If you use a MAC, 32MB (or more) is also desirable.

2. A telephone line. A regular, analog phone line is fine. You might even have your computer share a line with a fax machine (although the line can only be used by one device at a time).

3. An Internet Service Provider (ISP). An ISP provides you with a temporary, direct connection to the Internet over a modem-placed phone call from your computer to the ISPs computers. Most people pay a commercial ISP for this service: for a monthly rate ranging from about $15 to $20, an ISP will give you an email account and an unlimited connection to the Internet that you can use to communicate with others and browse websites. The ISP will also provide you with the software you need. If you are a student or on staff at a college or university, you may be eligible for a free dial-up Internet account.

You have two basic choices when selecting a commercial ISP: you can either use a local provider or a large national provider. Either option is fine, but keep in mind that the phone number the ISP provides must be a local call, or else you'll pay long distance charges or an hourly surcharge for toll-free number access.

National ISPs offer local dial-up numbers in many cities across the United States and generally provide 24-hour customer support. If you travel with your computer and want to access your email on the road, a national ISP is the way to go. Two highly-rated national ISPs with good reputations for service, support and plentiful local dial-up numbers are IBM Internet Connection (800-455-5056) and Earthlink Network (800-395-8425).

Local ISPs may offer lower rates than national providers, and often give more personalized service and support-plus you can walk right in their office if you have problems. Make sure they have at least one modem for every 10 customers so that you won't get a lot of busy signals when you try to connect. Twenty-four hour support is rare for local ISPs, so make sure you can call in the evenings if you'll be working from home. Local ISPs can be found in the Yellow Pages under "Internet Access" and frequently advertise in local newspapers.

Online services such as America Online are popular national online services that provide Internet email and Web access, in addition to private content and discussion areas that aren't on the Internet. However, Internet access is indirect and often considerably slower than through a regular ISP—sometimes as much as 25% slower for loading Web pages. So unless you want the extra content offered by an online service, you're much better off using regular Internet access. If you want to find out how to contact any of these providers, look in your yellow pages or call the (800) operator.

Websites Referenced in this Kit

Another Empty Bottle
www.alcoholismhelp.com
Benton Foundation's Best Practices Toolkit
www.benton.org/Practice/Toolkit
Bureau of the Census
www.census.gov
Campaign for Tobacco-Free Kids
www.tobaccofreekids.org
CapWeb (the Internet Guide to Congress)
www.capweb.net
Catalog of Federal Domestic Assistance
www.gsa.gov/fdac/
Center for Science in the Public Interest
www.cspinet.org
Center on Addiction and Substance Abuse
www.casacolumbia.org
Centers for Disease Control and Prevention
www.cdc.gov
Community Anti-Drug Coalitions of America
www.cadca.org
Congressional Quarterly's American Voter
voter.cq.com
Dept. of Housing and Urban Development
www.hud.gov
Dept. of Labor
www.dol.gov
Drug Abuse Treatment Outcome Study
www.datos.org
Fedstats
www.fedstats.gov
Foundation Center
www.fdncenter.org
Franklin County Prevention Institute
www.fcpi.org
The Higher Education Center
www.edc.org/hec/
Idealist
www.idealist.org
Join Together Online
www.jointogether.org
Kickbutt
kickbutt.org
Lindesmith Center
www.lindesmith.org
MADD
www.madd.org
Marin Institute
www.marininstitute.org
Metropolitan Atlanta Council on Alcohol and Drugs
www.macad.org
Minnesota Star of the North Coalition
www.miph.org/star
"Monitoring the Future"
www.isrumich.edu/src/mtf/
NASADAD
www.nasadad.org
National Alliance for Model State Drug Laws
www.natlalliance.org
National Center for Health Statistics
www.cdc.gov/nchswww/default.htm
National Councils on Alcoholism and Drug Dependence
www.ncadd.org
National Inhalant Prevention Coalition
www.inhalants.org
National Organization on Fetal Alcohol Syndrome
www.nofas.org
Prevline's Funding Opportunities
www.health.org/pubs/funding.htm
The QuitNet
www.quitnet.org
Recovery Network
www.recoverynetwork.com/home.html
SAMHSA
www.samhsa.gov
Smart's Congress Track
www.vote-smart.org/congress/track
Smokescreen Action Network
www.smokescreen.org
THOMAS
thomas.loc.gov
Tobacco BBS
tobacco.org
The Trauma Foundation
www.traumafdn.org
UCLA Drug Abuse Research Center
www.medsch.ucla.edu/som/npi/DARC/
U.S. Nonprofit Gateway
www.nonprofit.gov
Vote Smart
www.vote-smart.org

JOIN TOGETHER ONLINE

Other Websites in the Family

www.jointogether.org/gv/

Join Together Online/Gun Violence gives you the tools and information you need to help stop gun violence. You'll find many of the same features found on our substance abuse site—daily news, funding news, events calendar, action alerts, legislative action tools and links to other websites. Plus, original, in-depth features provide invaluable background to this particularly complex issue.

www.jointogether.org/impact/

The Impact: A Photographic Essay paints a vivid picture of the far reaching impact that gun violence and substance abuse have on individuals, families and communities. Thirty-six photographs, culled from the archives of Impact Visuals, a news photo agency in New York City, and informative captions put these complex issues in context.

www.quitnet.org

The QuitNet helps smokers kick their nicotine addiction. One of the most active websites of its kind, the thousands of smokers who visit *The QuitNet* each week discover the power of its interactive quitting and communication tools, peer-to-peer support and wealth of research and information.

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FAXBACK:

How Do You Use The Internet?

We built Join Together Online to serve you. So that we can continue to improve our online services, we would like to know a little about how you use the Internet. Please complete this short survey and fax this form back to Eric Helmuth at (617) 437-9394. *Thanks!*

Name: Title:

Organization:

Address:

City: State: Zip:

Phone: Fax: E-mail:

1.) Where do you access the Internet from?
_____ Work _____ Home _____ Both _____ Don't have access

2.) Do you use email?
_____ daily _____ weekly _____ infrequently _____ not at all

3.) Do you browse the Web?
_____ daily _____ weekly _____ infrequently _____ not at all

4.) Have you visited *Join Together Online* (JTO)? _____Yes _____ No

a.) If so, how often do you visit?
_____ daily _____ weekly _____ monthly _____ infrequently

b.) What features of JTO do you find useful?

____ Funding News ____ Daily News Summaries ____ Resource Finder

____ Background & issues ____ Website Finder _____Search

Other? Please specify:

5.) Would you be interested in receiving our most valuable information directly via email?
_____Yes _____ No

a.) If we develop such a service, what types of information would be of interest?
_____ funding _____ news summaries _____ research _____policy news

_____ other? Please specify:

b.) How often would you like to receive such priority information via email?
_____ daily _____ weekly _____monthly